



THIS WAS '37 WINNER . . .
The attractive holiday decorations shown above won for Mr. and Mrs. A. H. Bartlett of 1618 Annapolis the first prize last Yuletide in the Christmas home decoration and illumination contest. The Bartletts worked mighty hard to frame their residence in its novel setting, but it was the idea that counted most, in the opinion of the judges.

This year another Christmas decoration contest will be held, sponsored by the National Business and Professional Woman's club. It is open to anyone living in Torrance who fills out the entry blank published below and sends or brings it to Mrs. Bettina Miller, 1217 Cota avenue, president of the sponsoring club; The

Herald office or the Chamber of Commerce.
Just remember—you don't have to go to great expense to design and illuminate your home exterior or a portion of it for the Yuletide. But you must send your entry blank in at once in order that your effort receives

Torrance Out-Door Yule Display Contest

I plan to decorate my home exterior or grounds for Christmas and would like to have my home included in the Torrance Business and Professional Woman's club prize contest:

Name _____

Address _____

Gas Tax to Pay for Eight Street Improvements

An agreement with the state department of public works pertaining to expenditure of the three quarter-cent gasoline tax due the city for the improvement of streets of major importance other than state highways during 1939 was a resolution adopted Tuesday night.

This agreement provides for the following eight improvements: Cravens from Carson to Torrance boulevard, \$147.85; Marcolina from Carson to Cabrillo, \$794.38; Carson from Western to Madrid, \$2,498.64; Carson from Madrid to Cedar, \$448.40; Carson from Cedar to Flower, \$867; Carson from Flower to Madrona,

proper inspection by the judges who will be announced next week. It is from the entry blanks that the judges will make out their itinerary for their tour about the city some night during the Christmas holidays. Fill out this blank right now and start planning your decoration:

EXTRA P. O. SERVICE

All windows at the postoffice will be open for business all day Saturday, Dec. 17 and 24. Postmaster Earl Conner again urges residents to "Mail Early" for Christmas.

Mr. and Mrs. Robert Scott recently moved to 1827 Gramercy from Los Angeles in time to celebrate their four-year-old daughter's birthday here on Dec. 11. She is Mary Beth Scott. Her father is employed in the U. S. Customs office at San Pedro.

A dog tick can live comfortably for three years without anything to eat or drink.

\$399.92; Post avenue from Carson to Torrance boulevard, \$1,207.33 and 190th and Crenshaw, \$155.09.

People

what they're doing

Jack Hutchins, son of Mrs. James Nelsh, arrived home from Honolulu last week to spend the Christmas holidays.

Paul Watson, 1607 Cota avenue, is in Sharon, Pennsylvania, where Tuesday he attended the 50th wedding anniversary of his parents, Mr. and Mrs. C. A. Watson.

Mrs. Dean L. Sears attended a tea at Lindbrook Hall on the U.C.L.A. campus Sunday. Miss Jeanne Sears resides at the hall.

Make Your Christmas Gift Last 365 Days, . . .

A Year's Subscription to the Torrance Herald costs ONLY \$2.00!

ALCORN'S ON TORRANCE BLVD.

DON'T LET IT WORRY YOU!

We mean those "LAST MINUTE GIFTS" you intended to buy! Alcorn's have a grand selection for your choosing . . . and you can shop in comfort, too! BEAUDRY'S BEAUTIFULLY BOXED CANDLES . . . PERFUMES and other FAIRY GIFTS for HER! . . . HILFOLDS, etc. for HIM! . . . STATIONERY and many other GIFTS for the FAMILY!

ICE CREAM "TREASURE ISLAND PUDDING" FOR YOUR CHRISTMAS DINNER! ORDER NOW!

We GLADLY XMAS WRAP ALL GIFT PURCHASES!

GIFTS FROM YOUR JEWELER ARE GIFTS BEST

GIVE A BULOVA THIS CHRISTMAS



21 Jewel BULOVA President Natural Gold Filled, \$49.50



17 Jewel BULOVA Debutante, Curved to Fit the Wrist, \$39.75



17 Jewel BULOVA Minute Man Band to Match, \$33.75



17 Jewel BULOVA Martha Washington, \$42.50—2 diamonds



17 Jewel BULOVA "American Clipper" with natural gold-filled case and black dial, \$33.75



17 Jewel BULOVA Goddess of Time, \$33.75



17 Jewel BULOVA Princess Solid Gold Case, Diamonds all around, \$75

ELECTRIC SHAVERS . . .

Schlek Improved Standard Model, \$12.50
Schlek Colonel, \$15.00

Years of Comfort in Shaving!
NO BRUSH! NO LATHER! NO FUSS!

LOCKETS and NECKLACES ARE BACK! . . .

A WIDE VARIETY OF CROSSES AND PICTURE LOCKETS TO CHOOSE FROM! MOSTLY IN 2 AND 3 COLOR INLAY FINISHES . . . \$1.95 to \$14.50.

RONSON LIGHTERS . . .

Shown in the Ronson Mastercase . . . full size cigarette case combined with the best of automatic lighters. Model pictured . . . Everlasting chrome and enamel finish \$7.95. Other Combination cases . . . \$2.85 to \$15.



Consolidated Lumber Co.

100% GRADE MARKED

Torrance, Calif.

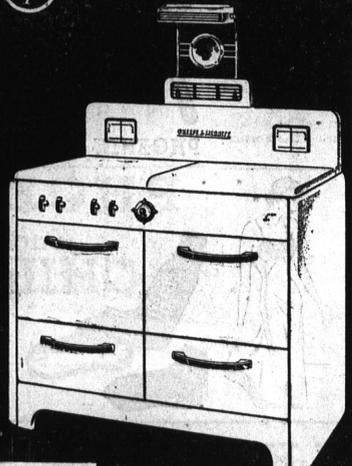
The HOME FURNITURE MART
1328 SARTORI AVE. NEXT DOOR TO BANK OF AMERICA

PRESENTS ANOTHER GREAT

GAS RANGE VALUE!

Real Xmas Gift

For HER



O'KEEFE & MERRITT

We Will Deliver and Connect This Range for You If Desired Dec. 24th — for **ONLY \$500 Down** Balance \$3.00 Monthly

Impartial Laboratory tests acclaim O'Keefe & Merritt one of America's finer Gas Ranges—no gas range ever built carries a higher Seal of Approval for performance! —but O'Keefe & Merritt is a leader because good performance is just the starting point. In smart designs, O'Keefe & Merritt leads! In extra features, it is unexcelled! Its exclusive patented improvements are the talk of women everywhere! It is the range to glorify your kitchen!

The HOME FURNITURE MART
Bedroom, Living Room, and Breakfast Sets, Gas Ranges, Etc.
1328 Sartori Ave. Next Door Bank of America Torrance

Grand Gifts for Everyone . . .

ELECTRIC CLOCKS . . .

Both G. E. and Telechron to choose from. Many new, smart models on display. Model illustrated \$4.95.

MAPLEWOOD SALAD SET

Maplewood bowl; handles of spoon and fork also of maplewood. Chrome base and fittings \$3.50.

DRESSER SETS . . .

. . . of gleaming enamel finish trimmed in everlasting bronze. 3-piece set \$12.50. 4-piece set \$14.50

HAMILTON



Hamilton MELITA \$47.50



DODSON . . . curved to fit the natural contour of the wrist. \$37.50. With 18K Raised numeral dial \$40.00

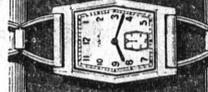


HAMILTON CELIA \$42.50

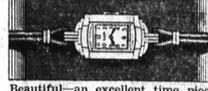
ELGIN



Style and Value at a modest price. 7-JEWEL ELGIN movement. Natural gold-filled. \$24.75



STURDY 7-JEWEL ELGIN. White only with band to match. \$21.50



Beautiful—an excellent time piece. 15-JEWELS, natural gold-filled. \$27.50

DIAMOND RINGS STYLED by WOOD



TERMS ARRANGED TO SUIT YOU

Diamond rings styled by WOOD are known from coast to coast for style, beauty and genuine high quality.

A Beautifully fashioned mounting of solid yellow gold set with 3 diamonds . . . \$27.50

B 5 selected diamonds of unusual brilliancy in a charming solid yellow gold mounting . . . \$39.75

C Large center diamond and four side diamonds in a hand carved solid yellow gold mounting . . . \$57.50

Others to \$275.00

Gleaming Gift Wrappings On All Packages . . . No Extra Charge!

HOWARD'S JEWELERS
TORRANCE

1503 Cabrillo • Phone 411